



Cartographic Design Using Arcview GIS

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Covering ArcView GIS mapmaking functionality, this book teaches you the principles of cartographic design, and how to apply them to produce high-quality maps ideally suited to your audience, whether in print or on the web. Learn how to get the most out of your geographic data with ArcView's basic tools, while exploring powerful extensions that help you place type quickly, create custom symbols and colors, and make attractive and understandable map layouts. The book explores mapmaking in the context of GIS/ArcView capabilities, including how maps function best; working with data sources; manipulating, maximizing, and sharing data; the power of layering; producing maps for presentations, print, and the Internet; and much more. Cartographic Design Using ArcViewÒ GIS combines the power of GIS technology with the art of graphic design to help make your mapmaking a success.



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